

PUBLIC REPORT PROMTPRESS

Channel audit

Masha Sovetuet



@mashasovetuet

Honest, concise & useful reviews of stuff from WB, Ozon. My life:
<https://t.me/mashasovetuetlife> <https://www.mashasovetuet.ru>
 Collab: @PRMashaSovetuet CLICK THE NICK, NOT...

SUBSCRIBERS

163 999

-739 per month

ERR (% SEE POSTS)

18.0%

last day 6.9%

REACH/POST

27.9K

ad reach 11.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 163 999 —	 SUBSCRIBER REACH 17.02% avg % subs see post	 VIEWS/POST 27.9K median 29.6K · 28 days	 POSTS/WEEK 7.0 for period
 7D TREND -17.7% vs previous week	 REACTIONS/POST 507.3 14,712 reactions, 0 reposts, 72 comments	 POST LENGTH 977 chars median 1000 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 11.3K 24h avg	 CHURN / MONTH -739 last month	 CITATION RATE 11 citation index · 17 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 14.04.2020

AI EDITOR SUMMARY

Channel «Masha Sovetuet» — 163 999 subs. Each post avg views 27.9K people (17% of subs), avg reach — room to grow. Publishes 7 posts/week (~1/day) — regular. Week Jul 6–12 reach dropped -17.7% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts in 28 days.
- 02 Dominant format — Video (29/29 posts).
- 03 Avg post length — 977 chars (median 1000).
- 04 Peak audience activity — Thursday, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (39.3K avg for top vs 20.5K for worst) — among 29 posts in 28 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 15:29 VIDEO Matching outfits on me and mom. #1418 This post in MAX My measurements 87-64-90, height 172 cm. Mom's measurements 106-91-113, height 170 cm. 52-54...	VIEWS 40 958 REP. —	REACTIONS 912 ER 25.0%
Nº2 19.06 · 15:10 VIDEO Summer dresses from Wildberries rated 10/10. #1419 This post in MAX My measurements 87-64-90, height 172 cm. Burgundy dress Wearing 44...	VIEWS 39 109 REP. —	REACTIONS 480 ER 23.8%
Nº3 27.06 · 04:17 VIDEO How to add pleasant shades to your wardrobe. #1426 This post in MAX My measurements 87-64-90, height 172 cm. Pink shirt On me size...	VIEWS 37 887 REP. —	REACTIONS 515 ER 23.1%

Nº4 29.06 · 14:50 VIDEO Plus size outfits for summer celebration from Wildberries. #1427 This post in MAX Mom's measurements 106-91-113, height 170 cm. 52-54...	VIEWS 37 306 REP. —	REACTIONS 1 012 ER 22.7%
Nº5 26.06 · 12:21 VIDEO My T-shirts & Tops under 1500 RUB #1425 This post in MAX My measurements 87-64-90, height 172 cm. Burgundy T-shirt Wearing size XS 2...	VIEWS 33 969 REP. —	REACTIONS 412 ER 20.7%

|

WORST 3

↓ 12.07 · 14:38 VIDEO Outfits with black top from Wildberries. #1438 This post in MAX My measurements 87-64-90, height 172 cm. Black top Wearing size 42 Many...	VIEWS 21 810 REP. —	REACTIONS 367 ER 13.3%
↓ 13.07 · 15:13 VIDEO Plus size summer outfits from Wildberries. #1439 This post in MAX Mom's measurements 106-91-113, height 170 cm. 52-54 size Palazzo pants...	VIEWS 19 984 REP. —	REACTIONS 496 ER 12.2%
↓ 14.07 · 12:25 VIDEO Suits 2500 RUB from Wildberries. #1440 This post in MAX My measurements 87-64-90, height 172 cm Red striped suit On me size S 2...	VIEWS 19 621 REP. —	REACTIONS 453 ER 12.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

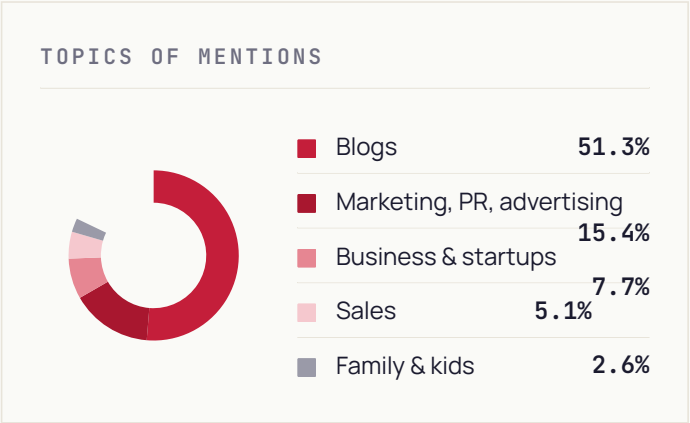
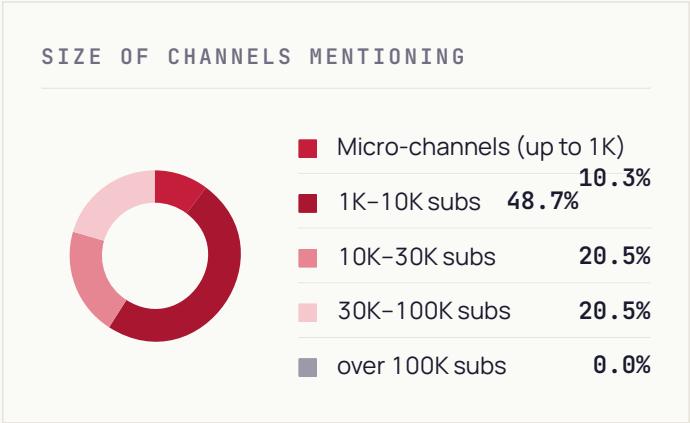
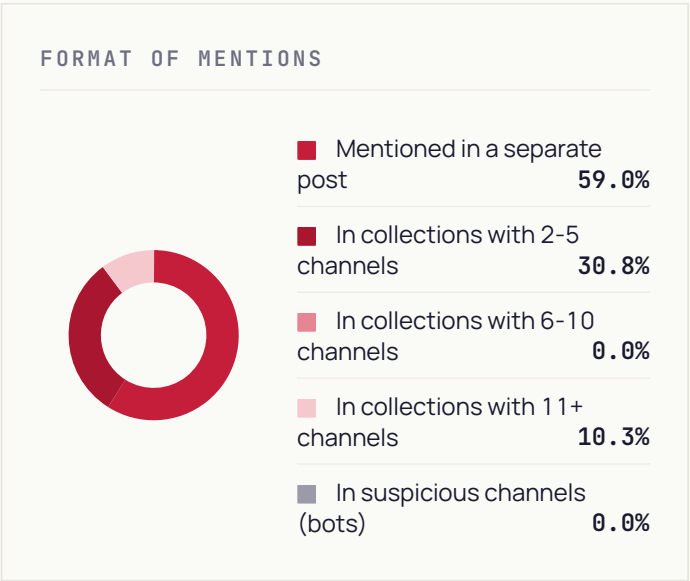
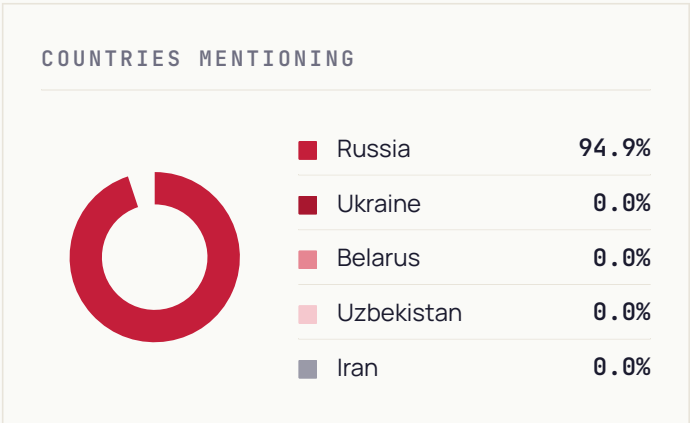
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

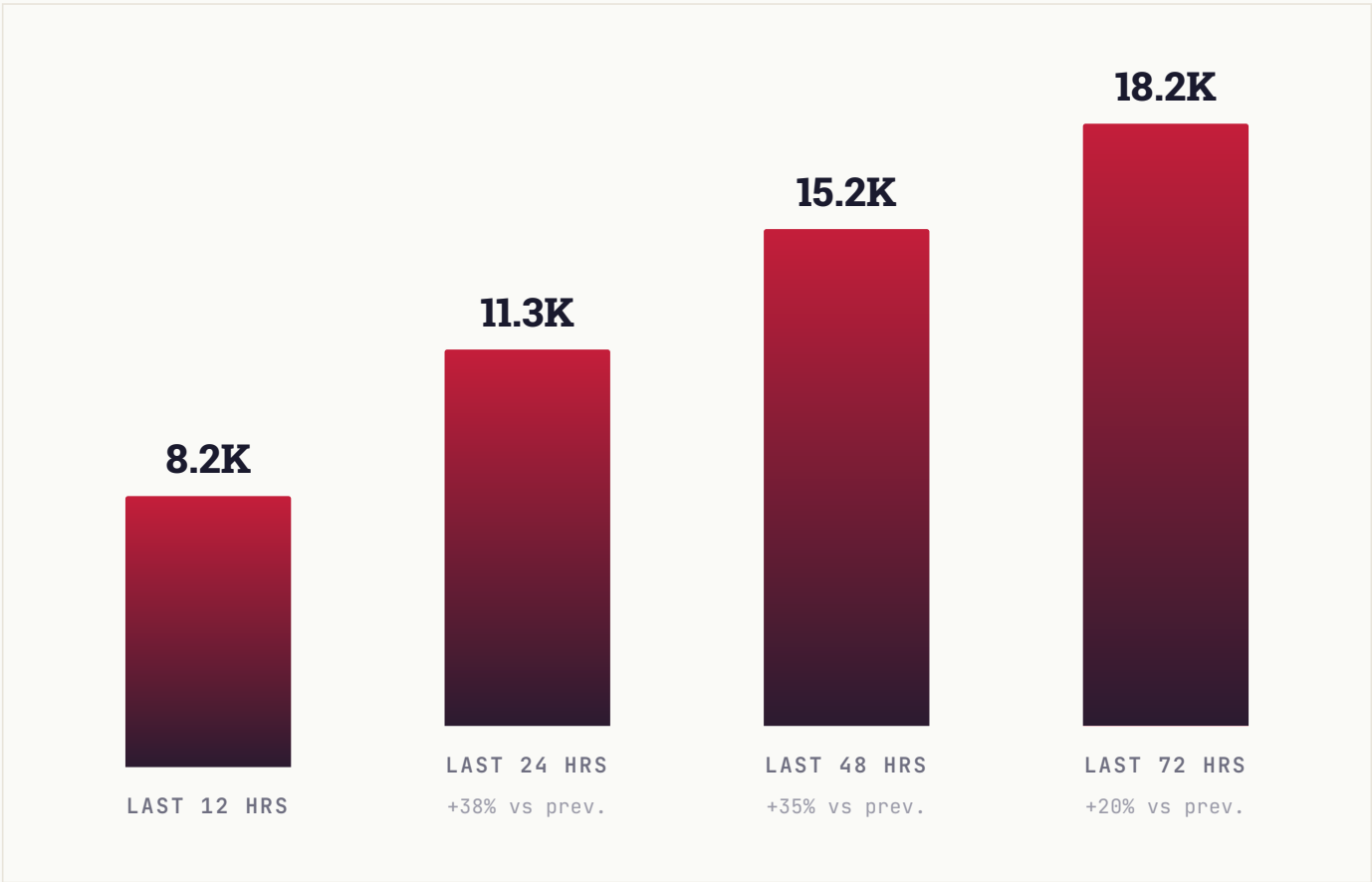
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **17** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM By Style Trends	436K
PS Prime Savers	428.8K
MS Masha Sovetuet YOU	164K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#67 of 97). Niche median — 189.3K subs. First growth KPI — reach the median. Leader: Golden Apple (1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

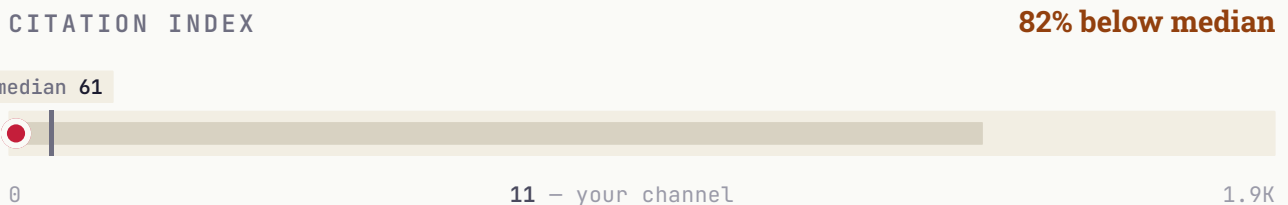
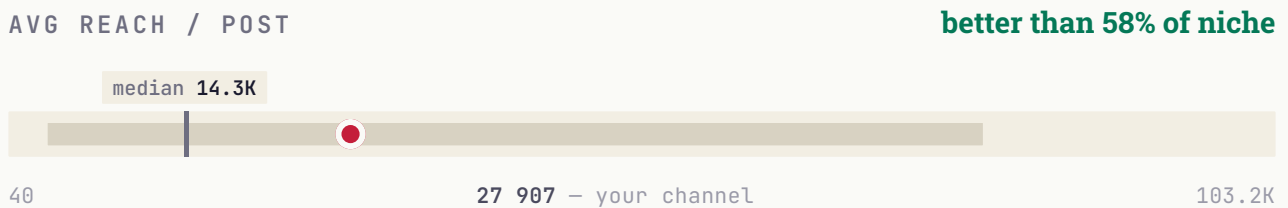
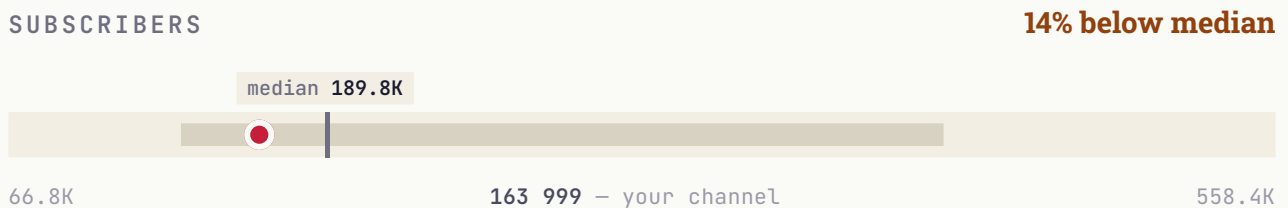
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **1**, they brought **13 057** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	469
December 2025	0	0	1 323
November 2025	0	0	727
October 2025	0	0	3 002
Sep 2025	1	1	6 839
August 2025	0	0	697

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1	6	13 057

Where channel ranks in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — on Thursday
 Audience most active on this day at 18:00 MSK.

EFFECT
Best window for important post
- 02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% to ER.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Quarterly cross-posting with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search looks at descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads with us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
